

A Guide to Highway Signing for Agricultural Products Along State Roads



The Rhode Island Department of Transportation in cooperation with the Rhode Island Farm Bureau is issuing the following recommendations regarding agricultural produce signs along rural state maintained roads. Agricultural produce signs are intended for use only on rural roads and shall not be used at interchanges, on expressways or freeways. It is recommended that signs be placed in advance of agricultural produce sale locations and be promptly removed upon the conclusion of the season.

The diagram (last Page) illustrates the typical distance that signs should be placed in advance of the opening or entrance to sale locations. R.I.D.O.T. should be contacted prior to installing agricultural produce signs that may obstruct drivers' vision, site distance or other important highway signs. Signs should be positioned with highway safety and drivers unobstructed vision in mind.

R.I.D.O.T. and the R.I. Farm Bureau have agreed to agricultural produce sign practices for small and large farms. We realize larger farms may wish to obtain larger signs, or install several signs, for the purpose of advertising numerous products. However, we ask that the number of signs be kept to a minimum to maintain the rural character of Rhode Island.

The agricultural produce sign guidelines are as follows:

Signs shall be no larger than 30" (wide) X 36" (high).

The main section of the sign should be 30" X 24" (name/symbol) and the lower section 30" X 12".

The lower section of the sign shall advertise no more than four (4) products. However, this section may be changed to display different products as they come into season. It may also be used in lieu of product information, to display a distance to a sales location. The appropriate distance message should be NEXT RIGHT, NEXT LEFT, or AHEAD. Thus, the text on the sign shall be limited to the name or farm, produce for sale, or the distance to the location.

At no time shall agricultural produce signs be attached to, or obstruct highway signs. Agricultural produce signs shall be spaced at least 200 feet from all traffic signs, signals, crosswalks, intersections or other agricultural signs.

No more than two (2) signs shall be installed in each direction for any one location.

Agricultural produce signs shall not direct traffic away from another location selling the same product.

All signs should be blue or green background with white text, border and symbol. This color combination is preferred to insure driver recognition of the operation and to differentiate this type of sign from other highway signs. Legends may be upper case letters, 4" high.

Two (2) attached agricultural produce signs or a single sign displaying a message that is visible for both directions of traffic shall be considered two (2) signs.

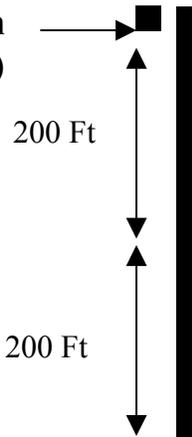
No sign material made of plywood shall be greater than 5/8" thick.

No sign material made of a metal shall be greater than .018 inches thick.

Any sign that does not conform to the above guidelines may be removed by R.I.D.O.T. without prior written notification.

To receive a copy of the R.I. Sign Mounting Standards and additional information regarding an agricultural sign installation and required highway safety precautions along the State's right-of-way, contact the R.I. Farm Bureau, 2227 Plainfield Pike, Johnston, RI 02919, 401-647-3570.

**First Sign
(optional)**



200 Ft

200 Ft

Entrance to
Farm or
Sales
Location



200Ft

200 Ft

**First Sign
(Optional)**

